

WYOMINGTOURISM.ORG

Business Listings – How To Guide

Version 1

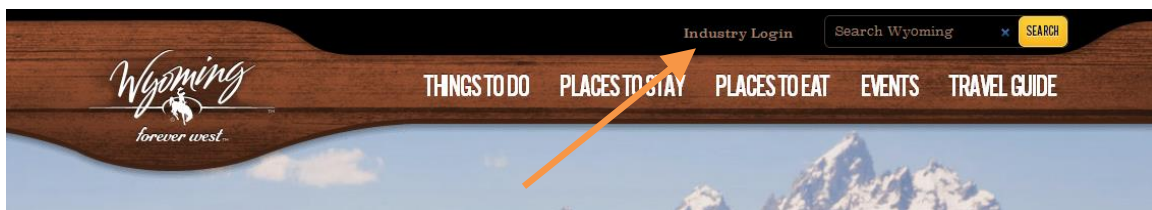
Published November 26th, 2014

Getting Started

SYSTEM REQUIREMENTS

- Internet Explorer 8 & Newer
- Firefox 3.5 + 18 and newer
- Google Chrome (18 and newer)
- Safari (6 and newer)

To get started with creating and editing your listings, please visit our website and click on “Industry Login”: <http://www.wyomingtourism.org/>



Register & Welcome

This page will allow you to LOGIN on the left hand-side of the screen if you have an existing account with Wyoming office of Tourism or REGISTER on the right-hand side of the screen for a new account.

Existing Users

Login

To access a pre-existing account you will need your username/email and password.

Forgot Password

Click on Forgot Password and enter email address or go here:

<http://wyomingtourism.org/industry/Login.aspx?f=g>

Any Further Questions

Please contact: Kaitlyn Anderson at Kaitlyn.Anderson@wyo.gov

New Users

Register

If you do not have an existing business listing on the wyomingtourism.org website, then proceed with registration. Click the REGISTER button and it will take you to this page: <http://wyomingtourism.org/industry/Register.aspx>

- If there is an error saving your email address, then repeat step 1. If the form does not submit, make sure you are using an accepted browser version.
- Once registered you'll be presented with a **Welcome Panel** in the Industry Portal.

Listing ID Number

Your listing ID number is located at the top of your edit listing screen or listed under the listing tab. This number will only show up after you save your listing. This number is different to your Business ID, which is the ID associated with your account.



The screenshot shows the 'Listings (1)' tab selected in the top navigation bar. Below the navigation bar, the 'Listings' section contains a table with one listing. A red arrow points to the 'ID' column header, which is '6879'.

Welcome Listings (1) Events (0) Deals (0) Account Settings Leads (0) LOGOUT				
Listings				
ID	Name	Status		
6879	test listing	Published		



Set Up Your Business Listing

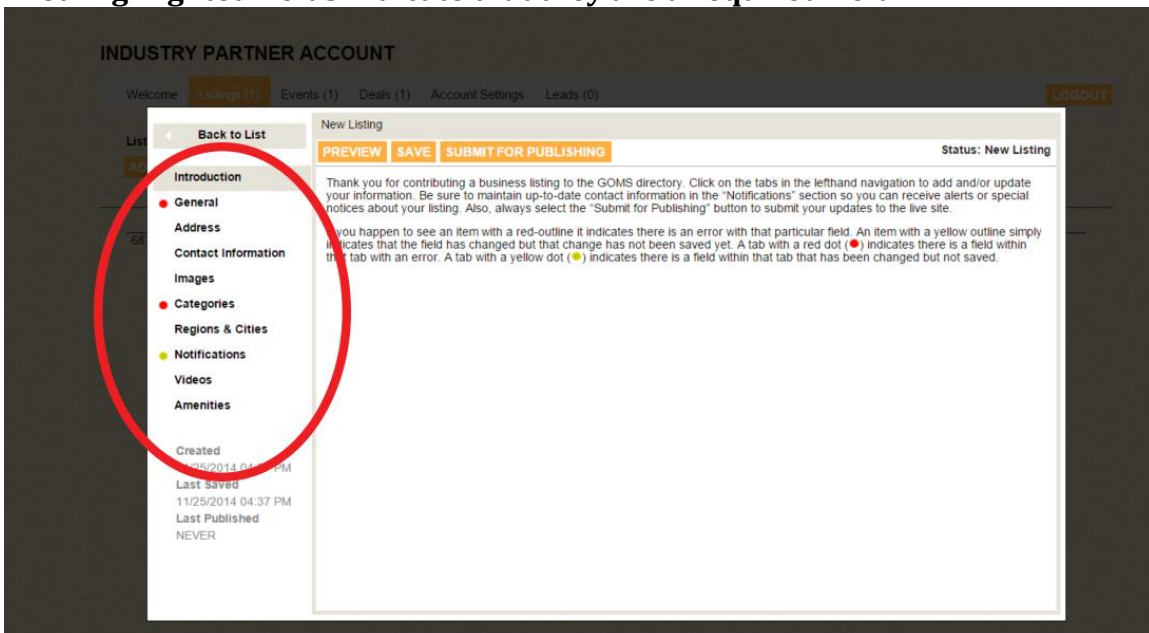
ADD YOUR BUSINESS LISTING

To add your business to the system:

- (1) Click on LISTINGS from the Welcome Panel
- (2) Then click ADD LISTING under the Listings section.

On the left side of the new page you will see navigation items required for your listing to be complete. **Red Dots** indicate that necessary information is missing. **Green Dots** indicate that you have completed the requirements for that section. Please review the instructions then proceed to GENERAL.

***Red highlighted fields indicate that they are a required field.**



The INTRODUCTION tab is an overview of the listing process. Be sure to read this over to understand how to save, submit, etc.

1. General

Under GENERAL you will be asked to provide:

- **OTJ Category**

This is where you will select the category your business listing will be in for our printed Official Travelers Journal (OTJ). You can only select one category that you feel best suits your business. Restaurants and Shopping listings are not printed into the OTJ, so please select “ No OTJ category”.

- **Internal name**

Your business name as it will appear in your account. This can be the same or different as the Name field (see below) or another nickname to help you remember it better. This name is only visible by you.

- **Name**

Your business name as it will appear on the website. This can be the same or different as the Internal Name field (see above). This name will be what is displayed on the website.

- **Short Description**

A summary that appears on search results pages. This must be less than 300 characters.

- **Description (Long)**

This is the summary that appears on your listing detail page (after someone clicks on your business. Only this area within the Industry Portal allows for smart editing (bold, italics, images, etc.).

2. Address

Under ADDRESS you will be asked to provide:

- **Street**

Enter your business' street name.

- **City**

Select an area from the dropdown that is closest to your business location.

- **Zip Code**

Most businesses have established codes; if yours does not, enter 00000.

- **State**

Enter the two-letter abbreviation of your business's state. (Ex: Type "WY" for Wyoming. Please note businesses existing outside of Wyoming will not be published.)

- **City Area** *(Optional)*

Determine the City Area that your listing is currently located in.

- **Latitude and Longitude**

Please click the FIND ON MAP button. In this map view you can select and drag the balloon over the location of your business and the coordinates will be automatically fulfilled. Or you can also select the GET LAT/LONG FROM ADDRESS button and it will use your address to plot the closest Lat/Long of your location.

- **Directions** *(Optional)*

This field is optional and can be used to give directions to location of listing. This information will display within the Listing Information column located on the right side of your listing detail page.

3. Contact Information

Under CONTACT INFORMATION you will be asked to provide:

- **Phone Numbers**

Provide as appropriate for your business in the following format xxx-xxx-xxxx.

- **Websites**

- **Main**

The homepage URL for your business. Make sure the URLs used for these channels include the "HTTP://" as part of the URL link.

- **Booking**

Direct link to site that can be utilized for booking or purchase

- **Email**

Email contact to inquire about the business' information or services.

Under the Name field, you can give each field a custom name or use “Website”, “Book Now”, or “Email” in the fields. This field is not displayed on the current website and is for internal purposes only.

4. Images

Under IMAGES you can post up to 21 image assets representing your product and services.

Click one of the boxes to begin:

* You may need to click SAVE before you are able to add an image. Unsaved listings won't be allowed to add a photo.

- **Thumbnail Image 125x125**

This is your primary image that will always show up when your listing is displayed in a list view or in search results.

- **Gallery Images 960x960**

These are the images that will be accessed via a gallery feature from your main business detail page. They will display in the gallery of your listing.

Select

- (1) ADD AN IMAGE then click
- (2) ADD IMAGE.

Browse to the image location on your computer and click ADD IMAGE.

*Images must be less than 5MB in total size.

(3) Name the image for internal reference—something for you to remember it by, like “Cowboy photo” or “picture of the dining room”

(4) Once uploaded, select the best representation of the original image.

NOTE: You are able to zoom in or out to showcase your entire image. You are also able to adjust the images to “Fit to Width” or “Fit to Height” as an option for easy scaling with the gallery images only.)

(5) You are able to provide captions to the gallery image once uploaded. Captions will display in two areas: when you hover over the image and under images in the listing's gallery.

Continue this process in the photo gallery section. Once you add images, you will be able to select from existing images.

[Back to List](#)

- Introduction
- General
- Address
- Contact Information
- Images**
- Categories
- Regions & Cities
- Social
- Notifications
- Videos
- Amenities

Created
12/19/2013 10:03 AM
 Last Saved
12/19/2013 10:03 AM
 Last Published
NEVER

Listing 6870:

PREVIEW

SAVE

SUBMIT FOR PUBLISHING

Status: Saved but not Published

Click on an Image below to Add or Edit it:

Thumbnail 125x125

Gallery Images 960x960

5. Categories

Your selections here represent where your business will be grouped and listed on the website.

NOTE: You can have up to ten (10) selections in this section, but please make sure they are applicable to your listings. Listing categories that do not follow these guidelines will be removed during the review/publishing process.

- (1) Click the arrow to the right of the dropdown box next to "Category"
- (2) Select the dropdown list and select the descriptions that best categorize your business.
- (3) Click ADD. Repeat this process for each Category you would like to add.

6. Regions & Cities

Regions & City is auto-generated based on the city indicated in the physical address. You will not be able to update this.

7. Notifications

Add contact information and confirm accuracy. This information is not displayed on the website, but is instead used by administrators to communicate with you. This contact information can be different from the account holder contact information. The business listing contact will receive an email at the address provided when the publishing of the business listing is approved or rejected by the Wyoming administrator.

8. Videos

If you would like to have videos within the image gallery, this section allows you to upload up to 5 YouTube videos for each listing. These videos will display after the photos within the photo gallery.

- (1) Select ADD VIDEO
- (2) Give the video a Name and
- (3) Paste the YouTube URL for the video
- (4) Click BACK TO LIST to return to the Videos section and repeat the process for each video you would like to add for your listing

[Back to List](#)

- Introduction
- General
- Address
- Contact Information
- Images
- Categories
- Regions & Cities
- Social
- Notifications
- Videos
- Amenities

Created
12/19/2013 10:03 AM
Last Saved
12/19/2013 10:03 AM
Last Published
NEVER

Listing 6870:

[PREVIEW](#)
[SAVE](#)
[SUBMIT FOR PUBLISHING](#)

Status: Saved but not Published

New Video

Name

YouTube URL

[BACK TO LIST](#)
[DELETE VIDEO](#)

9. Amenities

AMENITIES are designed for you to provide quick information about the features and services your business offers. This is displayed on the right side of your listing detail page. You will not be able to hyperlink within the amenities section.

- (1) Select ADD AMENITY
- (2) Type the Name of the Amenity (eg. Cable TV & Internet) Provide the text you would like to display for the Amenity in the value field (HBO, Showtime, unlimited wifi, etc.)
- (3) Click "Back to List" to add other Amenities to the Listing.

[Back to List](#)

- Introduction
- General
- Address
- Contact Information
- Images
- Categories
- Regions & Cities
- Social
- Notifications
- Videos
- Amenities

Created
12/19/2013 10:03 AM
Last Saved
12/19/2013 10:03 AM
Last Published
NEVER

Listing 6870:

[PREVIEW](#)
[SAVE](#)
[SUBMIT FOR PUBLISHING](#)

Status: Saved but not Published

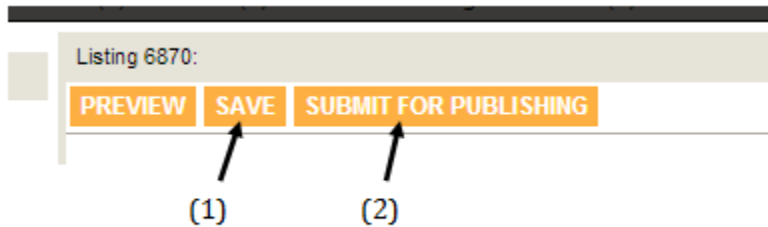
New Amenity

Name

Value

[BACK TO LIST](#)
[DELETE AMENITY](#)

10. To Publish:



(1) Click SAVE.

If your listing is complete the system will inform you of 0 errors. If errors are found, click the sections marked with a red dot to remedy the issues.

(2) Click SUBMIT FOR PUBLISHING

Once you are satisfied with your listing, sending it to be published is the final step. Website administrators will review, then post to the website within approximately 2 business days.

(3) If the business listing is rejected by the Website administrators, you will receive an email notification to go into the Industry Portal and update the listing with any necessary information.

NOTE: Once you have submitted for publishing, you will not be able to edit until it is approved or rejected.

Your listing will show Published within the status of the listing once the listing has been approved by the Wyoming Administrative team.

Submitted for Publishing: Not Approved by Wyoming Yet



Published by Wyoming



11. To Review

To review your listing, please either click the PREVIEW button. You can also use the URL structure <http://wyomingtourism.org/listings/listing?lid=> and enter your listing ID number at the end of this URL.

Example: <http://wyoming.mmgystage.com/listings/listing?lid=6879>

